

# MORE THAN 40 MILLION

*adults acquired some type of banking service in the past 12 months!*

*So, which media do these consumers bank on? Well, 70% of these adults are newspaper readers\*.*

\*Daily/Sunday (net) readership



# BANKING SERVICES

## NEWSPAPERS REACH MORE CUSTOMERS OF VARIOUS BANKING SERVICES.

Banking Services Acquired Past 12 Months	Daily Newspaper Readers	Sunday Newspaper Readers	Prime Time TV Viewers	Any Yellow Pages Reference Last 7 Days
Any Banking Service	50%	62%	40%	37%
Auto Loan For New Car	52	66	42	41
Home Mortgage (First)	49	63	37	36
Mortgage Refinance/Consolidation Loan	58	69	41	35
Money Market Account	57	63	39	33
Second Mortgage Equity Loan	58	64	39	33
Home Equity Line of Credit	59	68	40	37
Overdraft Protection	51	64	40	37
Personal Loan (Not Education or Vacation)	51	54	38	45
Personal Line of Credit	51	65	37	39

Source: Mediamark Research Inc., Doublebase 2003  
Prepared by NAA Business Analysis and Research Dept.

### *Where's the money—*

*Consumers who use various banking institutions are more likely to be heavy newspaper readers than adults in general (index 100). These customers are less likely to be heavy primetime TV viewers or heavy radio listeners.*

### Index of Heavy Media Users

Banking Institution Used	Heavy Newspaper Readers	Heavy Primetime TV Viewers	Heavy Radio Listeners
Mutual Funds Company	131	85	87
Savings and Loan	117	95	97
Federal Savings Bank	113	103	100
Credit Union	112	86	104
Full Service Bank	111	100	92
Retail Loan Institution	148	61	76

Source: Mediamark Research Inc., Doublebase 2003  
Prepared by NAA Business Analysis and Research Dept.

